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## Research Article

# A CASE STUDY OF N.S. CREATIONS PRIVATE LIMITED: AN OVERVIEW OF THE INDIAN TEXTILE INDUSTRY

Supriya lamba Sahdev\* and Aditya Gupta

Amity International Business School Amity University, Uttar Pradesh India

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### ABSTRACT

This paper tries to examine the Indian textile industry in relation to the number of employments provided and allocation of the textile industry towards total exports and finally the contribution towards the India's Gross Domestic Product. The study also focuses on SWOT analysis of the Indian textile industry and the various segments under which the Indian textile industry works such as cotton, wool, silk, jute, technical textiles and ready-made garments. The research paper studies the various global factors or laws that are or were responsible for the international trade of textiles and provided a country with the standards, rules and regulations to carry on the trade outside its own borders. The study even shows some of the strategies or incentives the government is taking up to boost and develop the exports of the textiles industry as a whole and finally the new tax reforms GST and its impact on the industry.

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## INTRODUCTION

India's textile industry is among one of the earliest sectors or the industry to develop and play a critical role in the economy as being one of the largest employer, investor and a key role player towards the output for the nation.

The Textile Sector in India is just succeeded by the agricultural industry in terms of output and ranks second following china in consumption and production of the textile goods. This industry is also a major contributor towards the production of cotton fiber in the world following USA and China, India is the largest consumers of cotton related items as well. The textile industry in India is one of the oldest manufacturing sectors in the country and is currently the largest.

Generally, it is the main business after horticulture that has created huge amount of work for skilled, semi-skilled laborers'. The textile industry of India employs nearly 35 million people and, is among the largest employers of the country.

This industry is a major contributor towards the India's gross domestic product that up to 3% and 14% towards the total industrial production of the country playing a significant role in its development and growth. The textile industry would surely grow in the near future up to US\$ 225 billion by 2021, as per the reports by Technopak advisor

### Textile Industry Segments

#### Cotton and Cotton textiles

Cotton made in India is sold and consumed throughout the world; India is one of the leading producers of cotton fiber in the world. It is one of the most important fibers as well because lives of many people are also associated with this fiber. It is typically produced in three sectors namely handloom, power looms and mills. The production of this fiber takes place mostly in Maharashtra, Karnataka and some districts of Gujarat.

#### Jute and Jute Textiles

Jute also known as the golden fiber is a bio-degradable, renewable and eco-friendly. According to the reports jute the consumption and production of this fiber is increasing rapidly as the people are now aware and moving towards an eco-friendly environment and see jute as a major contributor towards it. This industry provides employment opportunity to more than 6500 people and engages more than 3.34 million people.

#### Silk and Silk Textiles

Silk also known as the queen of all the fabrics contributes about 19% of total production to the whole world through Indian textiles industry. India being the second largest producer

\*Corresponding author: Supriya lamba Sahdev

Amity International Business School Amity University, Uttar Pradesh India

in the world produces 26,480 MT of raw silk (2013-2014). Currently India is facing a cut throat competition from china as china is able to provide the same quality of silk at a much cheaper price which lead to the flooding of the market with Chinese silk and increased imports from the largest producer of silk in the world.

### **Wool and Woolen Textiles**

India's wool and woolen textile industry occupies the seventh place in the world in terms of production. This sector is widely scattered that is from rural, unorganized to organized mills. The states which are mainly associated with the production of wool are Rajasthan, Gujarat and Haryana. There are about 938 woolen units in India and majority of them are related to small scale factories.

### **Technical textiles**

Specific materials are portrayed as material and things manufactured mainly for their particular execution and helpful properties rather than elegant and enhancing characteristics. It has applications crosswise over different businesses including vehicles, structural building and development, agribusiness, social insurance, mechanical wellbeing, individual assurance and so forth. The specialized materials section is a high innovation fragment which is consistently picking up significance in India. A portion of the properties of specialized materials that might be ascribed to its expanding prominence are fetched viability, toughness, lightweight, high caliber and Eco kind demeanor. In view of utilization, there are 12 specialized material portions. The technical textiles sector also registered an annual growth rate of 11% during the 11<sup>th</sup> Five Year Plan.

### **Readymade garments**

Readymade clothing delivering being the scarcest capital concentrated segment of the material regard chain is depicted by low entry impediments and is therefore exceedingly isolated. An investigation via CARE Research says the local clothing industry in India developed from 1,360 billion to 2,115 billion out of 3 years and is relied upon to proceed with this development pattern to 2018. In 2015, array had a 69% offer of the general market where materials contributed the staying 31%.

## **LITERATURE REVIEW**

Noopur Tandon, E Eswara Reddy, A Study on Emerging Trends In Textile Industry In India,7-July-2013 International Journal of Advancements in Research & Technology, Volume 2, Issue ISSN 2278-7763

Sensibility in material and Apparel industry has three components Social, Economic and Natural. Globalization has emphatically influenced material charges of India. Countries making and sending materials have extended enthusiasm for turning and weaving gear. Regardless of the way that Developing countries have comparable cost advantage in family unit and general market still they are realizing passing on assistant changes to address the issues of the overall stringent buyer.

Dushyant Kumar, Divya Singh Export Competitiveness of Indian Textile Industry, February, 2015 Abhinav National Monthly Refereed Journal of Research in Commerce &

Management Volume 4, Issue 2 Online (noopur tandon, 2013)ISSN-2277-1166

This research paper examined the global competitiveness of Indian textile industry in the exports and exports preference with respect to rest of the world. It takes into consideration the time period between 2012 and 2014. The results conveyed that some products had a competitive advantage in comparison to others for instance jute, cotton, yarn and silk.

Dr. Asiya Chaudhary, Mohammed Pervej & Neshat Anjum Make in India and Productivity of Indian Textiles Industry: A Case Study Bombay Dyeing & Mfg. Co. Ltd, Jan-Feb 2016IRACST – International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 Vol. 5, No.1

The paper examinations and investigates into existing lacks in charge of low efficiency and recommends systems that must be embraced to overcome and grow so that it can generally take an interest in the 'Make in India' program and investigate or evaluate the output productivity of Bombay dyeing, one of the largest textile industry of India

Jatinder S. Bedi Caesar B. Cororaton, Cotton-Textile-Apparel Sectors of India Situations and Challenges Faced, IFPRI Discussion Paper 00801 September 2008 Cotton, materials, and clothing are basic farming and mechanical areas in India. This investigation gives depictions of these divisions and looks at the key advancements rising locally and internationally that influence the difficulties and openings the areas confront. More than four million farm households create cotton in India, and around one-fourth of yield is delivered by minimal and little homesteads. Recent arrangement changes have incited some mechanical upgrades, future prospects for the Indian handling, material, and clothing businesses, the research papers examination underlines three dimensions of change—the requirement to promote interests in human asset advancement to improve industry profitability and lessen neediness among specialists in these parts, the development of modern domestic retail showcasing chains and opening doors in world markets if appropriate approaches and investments are made.

Dr.G.Yoganandan , V.Vetriselvan Growth of Textile Industry in India, October – 2016, Global journal for research analysis Volume-5, Issue-10, October - 2016 • ISSN No 2277 – 8160

The textile business has a noteworthy presence in the Indian as well as the global economy. The Indian economy is showed in wording and its commitment in modern creation, outside trade and work era. The business additionally contributes widely to the world generation of fibres of textile, yarns and jute. The Indian government needs to discover better approaches for promote textiles, concentrating on ability to improve and making a pleasant domain for new business visionaries to go into this industry

Dr.S.Bankebihari, Gurbaksh An Observed Study of Factors Affecting Productivity in Textile Industries, 3 May to June 2015 SSRG International Journal of Industrial Engineering (SSRG-IJIE) – volume 2 Issue 3–May to June 2015 This paper is a test to find the variables tried and profitability of some Textile based SMEs'. A overview work of 164 such SMEs was done. The made information was investigated with numerical apparatuses and proper programming which demonstrates that there are eight components interrupting profitability of this

segment. Investigation of information, results and talk are advertised. At last the conclusions are drawn what's more, scope for future work is composed.

Dr.G. Yoganandan, Textile Export Promotion in India-Salient Features, March 2015 Bonfring International Journal of Industrial Engineering and Management Science, Vol. 5, No. 1, The Government of India has taken many fare advancement measures in the past and further more are seeking after many plans as of now, keeping in mind the end goal to advance textile exports India. In November 2000, the legislature of India reported the New Textile Policy 2000 to encourage the businesses to accomplish and manage the position in the global market. At this point, the administration of India needs to discover inventive ways of advancing, centering on aptitude improvement and making a friendly situation for new business personnel to go into this industry

Manoj Sharma and Rahul Dhiman, Determinants Affecting Indian Textile Exports: A Review, Biz and Bytes (Vol 6. Issue: 2, 2016) E-ISSN: 0976-0458, Print ISSN: 2320-897X The research paper suggests that the reforms of 1991 had done an exemplary job in accelerating the exports and now the nation needs to concentrate on enhancing its share of exports in the global market. The study proves that the labor costs influenced textile and apparel export performance in different ways among Asian developing countries. Higher labor costs were usually accompanied with poorer export performance and vice versa. The determinants including Gross Domestic Product (GDP), per capita GDP and growth rate of the suppliers all have a critical effect. The depreciation of the Indian Rupee would support material fares because of the way that the purchasers would appreciate less expensive material items. . Future research is urged to examine viable techniques to enhance material and attire send out execution, in light of the comprehension of determinants of fare execution

**Table 1** Estimate of The Textile Industry Valuation in Terms of Sales Per Year

	US Million Dollars				
	FY13	FY14	FY15	FY16	FY17
Cotton Textiles	8400	9408	10537	11801	13218
Man made Textiles	6380	7401	8585	9959	11552
Silk Textiles	880	968	1065	1171	1288
Woolen Textiles	770	847	932	1025	1127
Clothing	16520	19494	23002	27143	32029
Jute coir	4235	4659	5124	5637	6200
Handicrafts					
Total	37185	42776	49245	56736	65414

Source: planning commission, working group for 12<sup>th</sup> five year plan (2012-2017)

## MATERIALS AND METHODS

Knowing the dimensions of research is very helpful for researchers as it enables them in better decision-making for the studies design and to collect or gather the data in response to answer the research questions or achieve the objective of the study, and then proceed in research.

In this research the secondary data has been collected, Secondary data relates to the data or the information that has not been collected by the researcher directly but is present or is available through other sources such as Government censuses, Information from other government departments, Business

journals, Books, Libraries, Internet, where wide knowledge about different areas is easily available.

### Swot Analysis

#### Strengths

##### Raw material

India is highly self-sufficient and has abundant raw material availability particularly natural fibers. Raw materials are easily accessible to the Indian manufacturers which enable them to minimize the operational effort and the costs leading to efficiency. India's cotton production capability is unbeatable due to the favorable land, weather, and other such conditions. The industry is exceptionally rich in assets like jute, cotton, silk, cotton yarn and man-made fibers as well.

##### Labor

Cheap and skilled labors have always been an advantage of the nation due to the population outbreak and it serves as a backbone to not only the textile industry but all the other industries as well. Various foreign companies have an eye for the Indian market because of cheap labor only as it enables them to have more profits by cutting down the labor costs.

##### Domestic market

Natural demand in the domestic market rises due to the rising income levels, and growth of the purchasing power of the people, better standards of living and improved quality of life leading to increased demands for quality products hence in turn leading to increased supply.

##### Variety

The industry also has an extensive variety of fibers available to the producers both natural and man-made which serve as an added advantage to the people in the industry.

##### Weakness

##### Cotton dependency

The Indian textile industry is dominated by the production, consumption, and trade of the cotton fibers. Due to the specialization of textile products in cotton a majority of the portion of international market is left out i.e. Most of the man-made or synthetic fibers used in swim suits, sky-wear and industrial application is unavailable

##### Labor laws

The labor laws are not appropriate or are unfavorable due to which the labors class is affected, the wages paid to them are not sufficient and no proper facilities are provided to them at the working space hence they are not able to live a sustained and quality life.

##### Technology obsolesce

The technology in the industrial sector of India is still a far sight for most of the small scale textile industries still many labor hours are required to achieve the objectives.

##### Poor infrastructure

The infrastructure of the all the textile industries or mills weather small scale or large scale is not appropriate according to the required norms by the government.

## **Opportunities**

### **Domestic and international market potential**

The domestic and the international markets are flourishing day by day and are making more demands for the Indian textiles due to the factors like price and the quality.

### **Government policies**

Since the liberalization, privatization and globalization the textile industries are flourishing and making their space in international trade as well due to the removal of quotas, reduction of taxes, greater investments and so on

### **New product developments**

New product developments lead to more diversified range of products and a better demand leading to the increase profits and sales leading to better economy, increased GDP and increased foreign exchange.

### **Emerging retails industry**

Emerging retail industry along with the malls has boosted the sales for this industry and helped the country's economy to grow as well. They provide the opportunity for the smaller segments of the industry to grow as well such as handicrafts.

## **Threats**

### **Competition**

Competition from other countries such as CHINA is a major threat to Indian textile industry as china is the largest buyer and seller of the textiles in the world and is technologically advanced thus gives a good competition to the Indian industry.

### **Geographical distance**

The geographical distance between India and its major buyers such as US, Europe is relatively very high hence India loses most of its contracts to its rivals such as china and Mexico whose geographical distance is relatively less.

### **Rising prices**

As we know that the resources are limited in nature and the demand is ever growing hence the prices of the raw material also keep on rising for the textile production hence leading to a lesser profits and reduced sales.

### **Price and quality balance**

Making a balance between quality and price is very difficult now a days as the prices of the raw materials is increasing rapidly leading to more expensive production rates leading to decreased profits/sales or increased value of a quality product

### **International Factors Influencing Textile Industry**

The textile industry had been struggling a lot due to the tariffs, restrictions, regulations, policies, bilateral quotas put by the developed countries on the developing or under-developed countries.

These laws only helped the developed nations as they were able to take advantage of the third world nations as there were various taxes levied on these third world countries despite the fact that GATT established in 1947 textile industry was not integrated until 1994.

The quotas of MFA were the traits most visible under GATT as they opposed the general idea of GATT of no tariffs and free trade among the countries.

Since 1995, the WTO's Agreement on Textiles and Clothing (ATC) assumed control from the Multi-fiber Arrangement. By 1 January 2005, the area was completely incorporated into ordinary GATT rules. Specifically, the developed nations could never again exploit the developing nations

### **Multi-Fiber Agreement (MFA)**

The Multi-Fiber Arrangement (MFA) was one of the earliest agreements or the regulations formed in 1974 with the main role of supervising the trade of textiles and garments between countries. Multi fiber agreement imposed various restrictions and quotas on the trade the developing countries could engage into of export to developed countries and saved the self interest of those developed countries and thus it expired on 1<sup>st</sup> January 2005.

The MFA was an exception of GATT as it imposed quotas and restrictions on trade of textiles and garments, many researchers say that the main reason why MFA was formed was to protect the interest of the textile industry of developed countries from the developing countries as the products provided by the developing countries textile industry were way cheaper than theirs hence leading to a decline in their own countries industry and increase in the imports.

The MFA was framed to accomplish the extension and development of exchange, the decrease of boundaries to exchange and the dynamic advancement, shirking of rowdy impacts in singular markets and individual lines of creation of materials in both bringing in and sending out .

The MFA set the terms and conditions or guidelines as it were for administering quantitative confinements on material fares of creating nations either through respective understandings or arrangements or on a one-sided premise.

Finally the MFA was terminated in January 2005 as GATT was taken over by the WTO's agreement on textiles and clothing (ATC) whose main objective was to remove all the restrictions on trade for free and fair transactions and oversee that the trade takes place without any difficulties, biasness and irregularity.

### **International Trade**

Indian textiles and clothing exports growth remained quiet in January 2016 and were down by -5.15% in USD terms when compared with the January. 2015, while all the other commodity exports were significantly down in January 2016 over the same month of previous year.

The Textiles and Clothing exports of Indian Textile Industry for cumulative period of April-January 2016 have decreased by -0.9% as compared to the same period of previous year that is April-January 2015. Textiles and Clothing exports growth during the ten months of this fiscal year have registered lesser decline as compared to all commodity export decline.

Cumulative exports of Textiles and Clothing was to the tune of USD 28498.6 Million (April-January 2016) as against USD 29727.6 Million. (April-January. 2015)

For the month of January 2016; monthly exports of cotton yarn, cotton fabrics, handloom products, cotton made-ups, along with

man-made yarn, man-made fabrics, man-made made-ups etc. were down as compared to other products.

The rest of the sectors of the textile industry except cotton and man-made product have registered a positive growth like handicrafts (17.8%), jute manufacturing (71.18%) and carpets (5.32%). Textiles and clothing both have shown declined growth during the period of April-January 2015-16

### Government Incentives

The Indian government has come up with various incentives for the promotion, growth and upliftment of the industry in India through the Make in India initiative, some of the various incentives provided are:

- Allocation of INR 500 Million for development and promotion of handloom products all over the world and in sustaining the unique tradition of Varanasi handlooms which is a heritage of India.
- The rundown of items that a workmanship exporter requires is extended in order to give assessment or custom exclusions on things, for example, wire moves on being foreign by those crafted works maker.
- Specified raw material or goods that are imported by the manufacturer for the purpose of export are fully exempted from (BCD) and countervailing duty (CVD) if the manufacturer gets a certificate from the Indian silk export council or the apparel export promotion council.
- Government endorsed Rs. 6000 crore for the industry to make new employments up to one crore in 3 years, drawing in ventures of \$11-\$12 million and creating \$30 million in sends out.

### N. S. CREATIONS PVT. LTD.

#### COMPANY PROFILE

NAME : M/S N.S. CREATIONS PVT. LTD.  
REGISTERED OFFICE &: A-26, Lawrence Road Industrial Area, Delhi- 110 035  
FACTORY  
TELEPHONE : +9717994725 - 29  
E-MAIL : neeraj@nscreations.co.in  
WEBSITE : www.nscreations.co.in  
BUSINESS  
HOME TEXTILE  
ANNUAL TURNOVER : US \$ 4.5 MILLIONS  
PRODUCT RANGE : Curtains, Throws, Cushions Covers, Table Linen, Accessories, Bed Covers /Spreads, Comforters, & other Made-Ups.  
**SETUP DETAILS**

FACTORY/OFFICE AREA: 30000 SQ. FT.  
NO. OF MACHINES : 100 PLUS  
NO. OF EMPLOYEES : 75  
**PRODUCTION DETAILS**  
CORE COMPETENCE: MADE-UPS.  
PRODUCTION LEAD TIME: 60 TO 90 DAYS FROM DATE OF L/C.  
CONTACT PERSON: Mr. Neeraj Gupta (DIRECTOR)

### Introduction

N.S Creations Pvt. Ltd. is pleased to introduce ourselves as one of the leading manufacturers and exporters of Home Textiles (Made-Ups). The corporate office and manufacturing unit is situated in the center of Delhi. That is A-26, Lawrence Road Industrial Area, Delhi- 110035

N.S Creations Pvt. Ltd. unique selling proposition is founded on the concept of customization which includes customizing the range of products to suit the client's requirements and specifications.

### Organisation

Promoted by the first generation Entrepreneur Mr. Amar Chand Gupta, N.S Creations Pvt. Ltd. is led by young and enthusiastic Directors-Mr. Neeraj Gupta / Amit Gupta, the operational and administrative support is provided by talented team of professionally competent leaders at various echelons. Please find below a brief journey of N.S Creations Pvt. Ltd.

In YEAR 1985 the founder Mr. Amar Chand Gupta started a firm with 25-30 machines and with doing fabrications for Home Decor and Banaras House Limited.

By YEAR 1988 increased its machines to 50-60 and also started giving packed shipments in Exporters Designs. We supplied to Sava Enterprises, Banaras House Limited.

Company started its own developments and in YEAR 1993 started giving its own creations to the Exporters and with increase in demand company again went for expansion and increased to 70-75 machines and started giving packed shipments of its own designs to Sava, Sheel International, Nalli International.

Company got its first export order in YEAR 1995 and also same year reached 100 machines mark. We serviced both local exporters and did our own Export for almost 5 years

But by passing times the number of direct buyers increased to many fold hence in YEAR 2003 the firm converted into N. S. Creations Pvt. Ltd. And stopped giving supplies to Exporter and become 100% Export Company.

**Planning and Control:** this department of the company deals with all the incoming orders and takes necessary actions to complete them. The stock of the raw material is updated frequently and managed according to the JUST IN TIME method. The customer can track their orders online as well to ensure a timely delivery committed to the customers. The deviations in the production process are reported to the senior managers for corrective actions on daily basis.

**Production:** as per the production plan of the company scheduling is done by the production department with respect to the number of machines, date of delivers, number of products, and range of products and so on. Any problem of non-availability of inputs at various stages or process problems are look after and rescheduling is done on daily basis.

**Quality assurance:** It develops various 'stage' inspection standards for effective process control. The online inspection is done in dyeing/cutting/finishing and Incoming Material Inspection is done on grounds. The final inspection is done by the supervisors before packing the product and shipping them to the final customers.

**Finance:** This department handles total financial functions of Working capital management on day-to-day basis, preparation of Invoices, besides day-to-day bookkeeping.

**Stores and purchases:-** The store has inventory system having orders triggered on minimum stock / stock out or anticipated stock. Purchase orders are issued and ensure "Just in Time" inventory for the production.

**Design and development:-** We prepare the designs through highly qualified designer team through which the customers

could select or we provide them the opportunity to design that could then be transformed by us into real products.

**Product Range**

N.S Creations Pvt. Ltd. is a leading manufacturers and exporters of Home Textiles. Since 25 years in the industry we have been successful in maintaining quality standards and customer satisfaction through our hard work and efficiency. N.S Creations Pvt. Ltd. unique selling proposition is founded on the concept of customization which includes customizing the range of products to suit the client’s requirements and specifications

**Cushion Covers:** The Company is engaged in manufacturing wide range of cushion cover in Fancy as well as in Natural. The company specializes in different types of Cotton Velvet Cushion cover and Fabrics, Natural Jacquard Fabrics, Organza and Cut work silk fabrics. We also make the Cushion cover in Polyester Tissue

**Curtains:** The Company manufactures different varieties of Curtains and Shower Curtains in Organdy Fabrics with Appliqué work, Organza and Cutwork Silk Fabrics, Stripe and voile Fabrics and Tissue Fabrics with loop etc.

**Tie Backs:** The Company manufactures very wide range of Products in Fancy Wooden & Metal Caps in Multi, Chenille, and Resham etc.

**Others:** Apart from this, the Company also specializes in Quilts and manufactures Gloves, Laundry Bags, Bread Basket, Runners, Placemats, Table Covers, and Duvet Covers as per the order Placed by the Buyer.

**Table 2** GST Rates Under The New Taxation System of India

Fiber Type	Raw Material	YARN (Knitting/Weaving)	Garments		Made UPS	
			Upto Rs 1000	Exceeding Rs 1000	Upto Rs 1000	Exceeding Rs 1000
Cotton	5%	5%	5%	12%	5%	12%
Synthetic	18%	5%	5%	12%	5%	12%
Silk/Jute	0%	5%	5%	12%	5%	12%
Wool - Standard	0%	5%	5%	12%	5%	12%
Wool - Carded/Combed	5%	5%	5%	12%	5%	12%
Other Natural Fibers	5%	5%	5%	12%	5%	12%

Source: Ministry Of Textiles

**Table 3** TAX Rate Comparison of Fabrics

Particulars	Current effective Indirect Tax Rate (VAT + Excise Duty + central sales Tax)	GST Rate
	Cotton	
Synthetic	11-14%	13-14%
Blended	11-14%	13-14%
Wool	8-10%	5%
Silk	8-10%	5%

Source: Ministry of Textiles

As per the table shown above the new tax rates under GST are in line with the taxes that were levied under indirect tax rate system which included VAT, Excise Duty and Central Sales Tax. For fabrics like cotton the tax rate did not change and remained 5% where as for Synthetic and Blended fabrics the tax rate increased slightly, however the tax rate for Wool and silk decreased from 8-10% to 5% having a positive impact on the traders and manufacturers of Wool and Silk.

**Positive Impact of GST on Textile Industry**

**Shift from Unorganised to Organised Sector**

The Indian textile industry is divided into two forms that is organized and unorganized sector, which majorly comprises of the unorganized sector. Under the previous indirect tax system the registered tax payers could not take or avail the input tax credit facility through GST this will be possible as it will encourage the people to move towards an organized structure.

**Lower Manufacturing Cost**

Under GST the other fringe taxes such as octroi, entry tax, and luxury tax will be eradicated that will lower the overall tax on the final product hence enabling the manufacturers to enjoy more profit and contribute more to the industry as well as the economy.

**Competitive Industry**

The textile industry will be more competitive as the input tax credit availing system will be easier and more constructive making the textile industry as a whole more aggressive and determined in the export market. It will also encourage exports leading to increased foreign exchange and growth of the nation.

**GST Will Encourage Farmers**

The GST will encourage the farmers to grow more crops because of the 5% tax slab for the cotton fiber leading to a more accurate price for their crops and their hard work. This will lead to an overall increase in the value chain of the industry.

**CONCLUSION**

Through the research we were able to conclude that the level of output has increased over the decade which is a crucial indicator of the total growth of the industry in terms of production, consumption, trade both national and international and employability. This increase indicated the Indian textile industry is on the right track.

The various incentives provided by the government also act as a booster to the industry as these incentives provides the people with easier, cheaper access to the raw material, labor, technology and access to new markets.

Even though the industry has various strengths and opportunities it still lacks in various aspects such as the type of infrastructure required, advanced technology, laws/rules and competition from others. The industry has a lot of potential and if proper guidance and help is provided it could be the biggest textile industry in the world. The new tax reforms would even enable the small or medium sized business owners like N.S. creations to move towards an organized sector leading to lower manufacturing costs and more a competitive advantage

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